

Privacy Policy

Last updated: June 2026

1. Data controller

Oarni Studio ("Oarni", "we"), Finland. Contact: hello@oarni.com

2. What data we collect

- Account and contact data: name, email address, company, and role, provided when you sign up or contact us.
- Usage data: information about how the service is used, such as features accessed, images generated, and technical logs (IP address, browser type, timestamps).
- Content data: brand materials, images, and instructions you upload or provide to generate outputs.
- Communications: messages you send us, including support requests and feedback.

3. Why we process your data

- To provide, operate, and maintain the service (performance of a contract).
- To develop and improve the service, including during the beta phase (legitimate interest).
- To communicate with you about the service, updates, and support (performance of a contract / legitimate interest).
- To comply with legal obligations, such as accounting requirements.

4. Sharing of data

We do not sell your personal data. We share data only with service providers that help us operate the service (such as hosting, analytics, and AI infrastructure providers), under data processing agreements, and with authorities when required by law.

5. International transfers

Some of our service providers may process data outside the EU/EEA. In such cases, we ensure appropriate safeguards, such as the European Commission's Standard Contractual Clauses or an adequacy decision.

6. Data retention

We retain personal data only as long as necessary for the purposes described above: account data for the duration of the customer relationship and a reasonable period thereafter, and content data for as long as needed to provide the service or until you ask us to delete it. Legal obligations may require longer retention of certain data.

7. Your rights

Under the EU General Data Protection Regulation (GDPR), you have the right to access, rectify, and erase your personal data, to restrict or object to processing, and to data portability. To exercise your rights, contact us at [contact email]. You also have the right to lodge a complaint with the Finnish Data Protection Ombudsman (tietosuoja.fi).

8. Security

We use appropriate technical and organizational measures to protect your data, including access controls and encryption in transit.

9. Changes to this policy

We may update this policy from time to time, particularly as the service evolves during the beta phase. The current version is always available on this page.